Amendment to the Claims

1-47. (Cancelled)

48. (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current

communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

49. (New) The host system of claim 48 wherein at least one of, the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector, is used by the shopper data collector to determine for the current communication particular traits, habits, or interests of the shopper or other pertinent shopper information, then used by the presentation formulator to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication.

50. (New) The host system of claim 48 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, containing information on at least one of merchandise and services related at least in part to at least one of, the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

51.   (New) The host system of claim 48 wherein at least one of, the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector, is provided in the Referrer header field and the User-agent header field of the HTTP header.

52.   (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the search request the shopper entered

into the shopper's computer to navigate to the host system to initiate the current communication, as determined by the shopper data collector; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

53. (New) The host system of claim 52 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the prior web site from which the shopper navigated to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the prior web site from which the shopper navigated to the host system to initiate the current communication, as determined by the shopper data collector.

54. (New) The host system of claim 52 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on

the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

55. (New) The host system of claim 52 wherein the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, as determined by the shopper data collector, is used by the shopper data collector to determine for the current communication particular traits, habits, or interests of the shopper or other pertinent shopper information, then used by the presentation formulator to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication.

56. (New) The host system of claim 52 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, containing information on at least one of merchandise and services related at least in part to at least one of, the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

57. (New) The host system of claim 52 wherein the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, as determined by the shopper data collector, is provided in the Referrer header field and the User-agent header field of the HTTP header.

58. (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the prior web site from which the shopper navigated to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the prior web site from which the shopper navigated to the host system to initiate the current communication, as determined by the shopper data collector; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

59.   (New) The host system of claim 58 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the software installed on the shopper's computer at the time of

the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

60.   (New) The host system of claim 58 wherein the prior web site from which the shopper navigated to the host system to initiate the current communication, as determined by the shopper data collector, is used by the shopper data collector to determine for the current communication particular traits, habits, or interests of the shopper or other pertinent shopper information, then used by the presentation formulator to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication.

61.   (New) The host system of claim 58 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, containing information on at least one of merchandise and services related at least in part to the prior web site from which the shopper navigated to the host system to initiate the current communication, as determined by the shopper data collector.

62.   (New) The host system of claim 58 wherein the prior web site from which the shopper navigated to the host system to initiate the current communication, as determined by the shopper data collector, is provided in the Referrer header field and the User-agent header field of the HTTP header.

63.　(New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

64.　(New) The host system of claim 63 wherein the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector, is used by the shopper data collector to determine for the current communication particular traits, habits, or interests of the shopper or other

pertinent shopper information, then used by the presentation formulator to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication.

65. (New) The host system of claim 63 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, containing information on at least one of merchandise and services related at least in part to the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

66. (New) The host system of claim 63 wherein the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector, is provided in the Referrer header field and the User-agent header field of the HTTP header.

67. (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the location of the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action

to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

68. (New) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

69.　(New) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the prior web site from which the shopper navigated to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the prior web site from which the shopper navigated to the host system to initiate the current communication, as determined by the shopper data collector.

70.　(New) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

71.   (New) The host system of claim 67 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, the prior web site from which the shopper navigated to the host system to initiate the current communication and the software installed on the shopper's computer at the time of the current communication, as determined by the shopper data collector.

72.   (New) The host system of claim 67 wherein the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector, is used by the shopper data collector to determine for the current communication particular traits, habits, or interests of the shopper or other pertinent shopper information, then used by the presentation formulator to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication.

73.   (New) The host system of claim 67 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, containing information on at least one of merchandise and services related at least in part to the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector.

74.   (New) The host system of claim 67 wherein the location of the shopper's computer at the time of the current communication, as determined by the shopper data collector, is stored on a publicly accessible database.

75.   (New) The host system of claim 74 wherein the publicly accessible database is the Domain Naming System entries of publicly accessible network delegation records.

76.   (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the domain name portion of a URL used by the shopper to navigate to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such

information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including. and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector, using particular traits, habits or interests of the shopper or other pertinent shopper information associated with the domain name portion of the URL; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

77.   (New) The host system of claim 76 wherein the data collected and analyzed by the shopper data collector from the shopper's computer to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication further includes at least one other domain name portion of another URL used by the shopper to navigate to the host system to initiate a communication prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator to include information in at least one of the merchandise database and the services database at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication and at least in part based upon the other domain name portion of the other URL, as determined by the shopper data collector.

78.   (New) The host system of claim 76 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication is obtained from the Host header field of the HTTP header.

79.   (New) The host system of claim 76 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, the direct response advertisement area containing information in direct response to queries by the shopper, and the impulse advertisement area containing information on at least one of merchandise a nd s ervices r elated a t l east i n p art t o t he d omain name p ortion of t he URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

80.   (New) The host system of claim 79 wherein the presentation formulator formulates the look and feel of the direct response advertisement area and the impulse advertisement area are at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

81.   (New) The host system of claim 76, further comprising a store database configured to store information associated with electronic commerce stores, the electronic commerce stores being distinguished by domain name portions of URLs, and w herein t he p resentation formulator i s further c onfigured t o formulate t he one o r more tailored store screens to be displayed on the shopper's computer during the current communication at least in part based upon the information stored in the store database associated with the electronic commerce store having the domain name

portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

82.   (New) The host system of claim 81 wherein the presentation formulator is configured to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication at least in part by designating one or more of, patterns, colors, icons, symbols, pictures, shapes, and layout and positioning thereof used in the one or more tailored store screens.

83.   (New) The host system of claim 81 wherein the electronic commerce stores provide merchandise and services selections targeting specific overlapping market segments and provide overlapping product lines, and the domain name portions of the URLs for the electronic commerce stores are chosen to align with particular traits, habits or interests of the shoppers or other pertinent shopper information, and wherein the presentation formulator is further configured to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication at least in part based upon the information stored in the store database associated with the electronic commerce stores.

84.   (New) The host system of claim 81 wherein the store database stores for each electronic commerce store at least one of patterns, colors, icons, symbols, pictures, shapes, layouts, positioning, and other data pertinent to the look and feel of the electronic commerce stores, wherein the data collected and analyzed by the shopper data collector from the shopper's computer to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication includes at least first and second domain name portions of first and second URLs used by the shopper prior to the current communication and to navigate to the host system to initiate the current communication, respectively, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the

presentation formulator to have a particular look and feel using the data stored in the store database for the electronic commerce stores selected at least in part based upon both the first and second domain name portions of the first and second URLs, as determined by the shopper data collector.

85. (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one of a merchandise database configured to store information associated with merchandise for sale to the shoppers, and a services database configured to store information associated with services for sale to the shoppers;

a store database configured to store information associated with electronic commerce stores providing merchandise and services targeting specific overlapping market segments and providing overlapping product lines, the electronic commerce stores being distinguished by domain name portions of URLs;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication the domain name portion of a URL used by the shopper to navigate to the host system to initiate the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the

services database at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector, and at least in part based upon the information stored in the store database associated with the electronic commerce stores; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

86.   (New) The host system of claim 85 wherein the data collected and analyzed by the shopper data collector from the shopper's computer to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication further includes at least one other domain name portion of an other URL used by the shopper to navigate to the host system to initiate a communication prior to the current communication, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator to include information in at least one of the merchandise database and the services database at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication.

87.   (New) The host system of claim 85 wherein the data collected and analyzed by the shopper data collector from the shopper's computer during the current communication to determine the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication is obtained from the Host header field of the HTTP header.

88.   (New) The host system of claim 85 wherein the presentation formulator formulates the one or more tailored store screens to be displayed on the shopper's computer during the current communication to contain at least one of a direct response advertisement area and an impulse advertisement area, the direct response

advertisement area containing information in direct response to queries by the shopper, and the impulse advertisement area containing information on at least one of merchandise and services related at least in part to the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

89. (New) The host system of claim 85 wherein the presentation formulator is configured to formulate the one or more tailored store screens to be displayed on the shopper's computer during the current communication at least in part by designating one or more of, patterns, colors, icons, symbols, pictures, shapes, and layout and positioning thereof used in the one or more tailored store screens based at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector.

90. (New) The host system of claim 85 wherein the one or more tailored store screens being formulated by the presentation formulator by including and excluding selected information in at least one of the merchandise database and the services database at least in part based upon the domain name portion of the URL used by the shopper to navigate to the host system to initiate the current communication, as determined by the shopper data collector, using particular traits, habits or interests of the shopper or other pertinent shopper information associated with the domain name portion of the URL.

91. (New) The host system of claim 85 wherein the store database stores for each electronic commerce store at least one of patterns, colors, icons, symbols, pictures, shapes, layouts, positioning, and other data pertinent to the look and feel of the electronic commerce stores, wherein the data collected and analyzed by the shopper data collector from the shopper's computer to determine information usable to formulate the one or more tailored store screens to be displayed on the shopper's

computer during the current communication includes at least first and second domain name portions of URLs used by the shopper prior to the current communication and to navigate to the host system to initiate the current communication, respectively, and wherein the one or more tailored store screens to be displayed on the shopper's computer during the current communication are formulated by the presentation formulator to have a particular look and feel using the data stored in the store database for the electronic commerce stores selected at least in part based upon both the first and s econd d omain n ame p ortions o f t he U RLs, a s d etermined b y t he s hopper d ata collector.

92.   (New) A system to provide information regarding at least one of merchandise and services to each of a plurality of computers via at least one communication session through a network, each of the computers having a network address used to address each computer on the network, the system comprising:

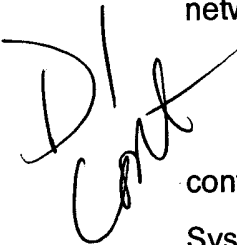a database configured to store information associated with at least one of merchandise and services;

a data collector configured to determine, from data transmitted from one of the computers to the system during a current communication session, the identity of the network address of the computer, the data collector further configured to determine, through use of the identity of the network address, additional information about the computer that is in addition to the identity of the computer's network address, without need of a communication session between the system and the computer occurring prior to the current communication session and without need of the computer furnishing any portion of the additional information about the computer to the system; and

a presentation formulator configured to select, based at least in part upon the additional information about the computer determined b y the data collector, data regarding at least one of merchandise and services from the database to be included in at least one tailored screen to be displayed on the computer during the current communication session with the system.

93.   (New) The system of claim 92 wherein the data collector is configured to determine additional information about the computer by reading the additional information from a publicly accessible database.

94.   (New) The system of claim 93 wherein the data collector is configured to read the additional information from a publicly accessible database known as the Domain Name System (DNS).

95.   (New) The system of claim 92 wherein the data collector is configured to determine additional information about the computer by accessing publicly accessible information stored in a publicly accessible database using the identity of the network address.

96.   (New) The system of claim 95 wherein the data collector to configured to access a publicly accessible database known as the Domain Name System (DNS) database.

97.   (New) The system of claim 92 wherein data collector is configured to determine geographical location of the computer as the additional information about the computer.

98.   (New) The system of claim 92 comprising at least one web server configured to send the at least one tailored screen to the computer via the network during the current communication session.

99.   (New) A system comprising:

a web site including a first web page, the first web page configured to be displayed first by a computer when the web site is accessed by the computer through use of any one of a plurality of uniform resource locators (URLs) having different domain name portions and without directory portions, the URLs to be generally used by

a plurality of users to access the first web page via a plurality of networked computers without exclusive assignment of each of the URLs to individual users;

a database configured to store a plurality of data records including a first database record and a second database record, the first and second database records containing information regarding at least one of the following: merchandise and services;

a data collector configured to analyze domain name portions of the URLs to determine which domain name portion was used by one of the networked computers to access the first web page for a current communication between the networked computer and the system; and

a presentation formulator configured to select a first selection of the plurality of database records from the database based at least in part upon the data collector determining that a first domain name portion of a first URL was used by the networked computer to access the first web page, the presentation formulator configured to select a second selection of the plurality of database records from the database based at least in part upon the data collector determining that a second domain name portion of a second URL was used by the networked computer to access the first web page, the first domain name portion of the first URL and the second domain name portion of the second URL being different, the presentation formulator configured to formulate the first web page to contain information regarding at least one of merchandise and services from the selected one of the first selection and the second selection of the plurality of database records, the first selection of the plurality of database records containing the first database record and the second database record, and the second selection of the plurality of database records containing the first database record and not containing the second database record.

100. (New) The system of claim 99 wherein the domain name portions of the URLs comprise composite words including at least first and second component words, the first word identifies one of a product name and a service name, and the

second word is a descriptor word for the one of a product name and service name identified by the firs word.

101. (New) The system of claim 99 wherein the second word of the domain name portions of a plurality of the URLs use the same descriptor word.

102. (New) The system of claim 99 wherein the first web page is a tailored store screen.

103. (New) The system of claim 99 wherein the presentation formulator is configured to formulate the first web page to contain a direct response advertisement area containing information on merchandise in a first category when the data collector determines that the first name portion of the first URL was used by the networked computer to access the first web page and containing information on merchandise in a second category when the data collector determines that the second domain name portion of the second URL was used by the networked computer to access the first web page, at least portions of the information on merchandise in the first and second categories being different.

104. (New) The system of claim 99 wherein the presentation formulator is configured to formulate the first web page to contain customized selection screens for at least one of merchandise and services.

105. (New) The system of claim 99, further comprising a shopper database configured to store information about particular shoppers and wherein the presentation formulator is further configured to select the selected one of the first selection and the second selection of the plurality of database records further based upon information about a particular shopper from the shopper database related to data provided by the networked computer to the system during the current communication.

106. (New) A system comprising:

a web site including a first web page, the first web page configured to be displayed by a computer when the computer performs a current access of the web site via a network through use of a uniform resource locator (URL) without a directory portion;

a database configured to store information regarding at least one of the following: merchandise and services;

a data collector configured to analyze data received from the computer during the current access of the web site to determine search terms used in a search engine prior to the current access without need for the computer to have previously performed an access of the web site prior to the current access of the web site; and

a presentation formulator configured to formulate the first web page to contain a selected portion of the information regarding at least one of merchandise and services stored in the database, the selected portion based at least in part on the search terms determined by the data collector.

107. (New) The system of claim 106 wherein the data analyzed by the data collector includes data contained within a HyperText Transport Protocol referrer header.

108. (New) The system of claim 106 wherein the data collector in configured to determine search terms used in the search engine run on the computer to navigate to the web site.

109. (New) A system comprising:

a web site including a first web page, the first web page configured to be displayed by a computer when the computer performs a current communication session with the system to access the web site via a network through use of a uniform resource locator (URL) without a directory portion;

a database configured to store information regarding at least one of the following: merchandise and services;

a data collector configured to perform an analysis on data within a referrer portion of a HyperText Transport Protocol portion of the current communication received from the computer to determine information related to the computer without need for the computer to have previously conducted a communication session with the system prior to the current communication session; and

a presentation formulator configured to formulate the first web page to contain a selected portion of the information regarding at least one of merchandise and services stored in the database, the selected portion based at least in part on the analysis on data within the referrer portion performed by the data collector.

110.   (New) A system comprising:

a web site including a first web page, the first web page configured to be displayed by a computer used by a user when the computer performs a current communication session with the system to access the web site via a network through use of a uniform resource locator (URL) without a directory portion;

a database configured to store information regarding at least one of merchandise for sale and services for sale;

a data collector configured to analyze data contained within a HyperText Transport Protocol (HTTP) portion of the current communication session received from the computer by the system and therefrom determine a portion of software installed and configured to operate on the computer without need of a communication session between the computer and the system occurring prior to the current communication session and without need of the system requiring the user of the computer to take any direct action to instruct the computer to identify the portion of software installed and configured to operate on the computer; and

a presentation formulator configured to formulate the first web page to contain a selected portion of the information regarding at least one of merchandise for sale and services for sale stored in the database, the selected portion based at least in

part on the software portion installed and configured to operate on the computer, as determined by the data collector.

111. (New) The system of claim 110 wherein the data collector analyzes a User-Agent portion contained within the HTTP portion of the current communication session.

112. (New) The system of claim 110 wherein the data collector is configured to determine as at least a part of the software portion installed at least one of a network browser and an operating system.

113. (New) A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a shopper database configured to store shopper information and characteristics;

at least one of a merchandise database configured to contain information associated with merchandise for sale to the shoppers, and a services database configured to contain information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data associated with the current communication received from the remote computer used by each shopper to determine information usable to determine at least one shopper characteristic, without the host system requesting the shopper to enter the information, without the host system having the information prior to the current communication and without the shopper's computer providing the information to the host system in communications in addition to the current communication;

a presentation formulator configured to formulate one or more tailored store screens to be displayed on remote computers being used by shoppers, including for the current communications with the host system, the tailored store screens being formulated for each shopper by including and excluding selected information in at least one of the merchandise database and the services database, the presentation

formulator being further configured to formulate the tailored store screens at least in part from the determined shopper characteristic as associated with each shopper when collected and analyzed by the shopper data collector from the current communication, and at least in part based on the information contained in at least one of the merchandise database and the services database; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computers used by the shoppers.

114. (New) The host system of claim 113 wherein the shopper data collector is configured to determine the shopper characteristic from the HTTP Headers of the current communication.

115. (New) The host system of claim 114 wherein the shopper data collector is configured to determine the shopper characteristic from the search request that the shopper entered to navigate to the host system, the prior web site from which the shopper navigated to the host system, and the software installed on the shopper's computer, from the Referrer Header Field and the User-agent Header Field of the HTTP Headers of the current communication.

116. (New) The host system of claim 115 wherein the shopper data collector is configured to determine the shopper characteristic from the search request that the shopper entered to navigate to the host system, the prior web site from which the shopper navigated to the host system, and the software installed on the shopper's computer.

117. (New) The host system of claim 116 wherein the determined shopper characteristic is a trait, habit or interest of the shopper determined at least in part from, at least one of, the search request that the shopper entered to navigate to the host system, the prior web site from which the shopper navigated to the host system,

and the software installed on the shopper's computer, as collected and analyzed by the shopper data collector from the current communication, and

wherein the presentation formulator is further configured to formulate the tailored store screens for the shopper determined at least in part by this trait, habit or interest of the shopper and at least in part determined by trait, habit or interest information contained in at least one of the merchandise database and the services database.

118.   (New) The host system of claim 117 wherein the presentation formulator is further configured to formulate the tailored store screens to contain a direct response advertisement area configured to provide information in direct response to queries by the shopper and an impulse advertisement area configured to provide information in categories at least in part determined from the determined shopper characteristic determined from the current communication.

119.   (New) The host system of claim 118 wherein the shopper data collector is further configured to access at least one publicly available database using data associated with the current communication to determine at least one additional shopper characteristic.

120.   (New) The host system of claim 119 wherein the additional shopper characteristic is determined by the location of the shopper's computer at the time of the current communication, and

wherein the shopper data collector is further configured to determine the location of the shopper's computer at the time of the current communication based on data associated with the current communication without the host system requesting the shopper to enter the information, without the host system having the information prior to the current communication and without the shopper's computer providing the information to the host system in additional communications, and

wherein the presentation formulator is further configured to formulate the tailored store screens for the shopper at least in part for the location of the shopper's computer and at least in part determined by location information contained in at least one of the merchandise database and the services database.

121. (New) The host system of claim 120 wherein the publicly accessible database is the Domain Naming System containing Network Delegation Records, and

wherein the shopper data collector is further configured to access the Domain Naming System's publicly available database using data from the headers associated with the current communication to determine the shopper characteristic.
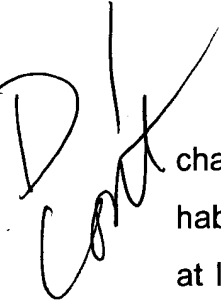
122. (New) The host system of claim 121 wherein the additional shopper characteristic is at least one of, an additional trait, habit and interest of the shopper, determined by accessing at least one publicly available database using the location of the shopper's computer associated with the current communication, and

wherein the presentation formulator is further configured to formulate the tailored store screens for the shopper at least in part for the additional trait, habit and interest of the shopper and at least in part determined by trait, habit and interest information contained in at least one of the merchandise database and the services database.

123. (New) The host system of claim 122 wherein the presentation formulator is further configured to formulate the tailored store screens to contain a direct response advertisement area configured to provide information in direct response to queries by the shopper and an impulse advertisement area configured to provide information in categories at least in part determined from the additional shopper characteristic determined from the current communication.

124. (New) The host system of claim 113 wherein the shopper data collector is further configured to determine at least one shopper characteristic from the domain name portion of the URL that the shopper entered to navigate to the host system, as collected and analyzed by the shopper data collector from the current communication, and without the host system having a prior definition for the shopper selected domain name portion of the URL, and

wherein the presentation formulator is further configured to formulate the tailored store screens for the shopper determined by the shopper characteristic determined from the domain name portion of the URL and shopper characteristic information contained in the merchandise database or services database.

125. (New) The host system of claim 124 wherein the shopper characteristic determined from the domain name portion of the URL is at least one trait, habit or interest of the shopper or other pertinent shopper information, associated with at least one word contained in the domain name portion of the URL that the shopper selected to navigate to the host system, and

wherein the presentation formulator is further configured to formulate the tailored store screens for the shopper, determined at least in part by the shopper characteristic determined from the domain name portion of the URL and at least in part determined by trait, habit, interest or other pertinent information contained in at least one of the merchandise database and the services database.

126. (New) The host system of claim 125 wherein the shopper data collector is further configured to determine the shopper characteristic from the domain name portion of the URL that the shopper entered to navigate to the host system in the Host Header Field of the HTTP Headers of the current communication.

127. (New) The host system of claim 126 wherein the presentation formulator is further configured to formulate the tailored store screens to contain at least one of a direct response advertisement area configured to provide information in direct

response to queries by the shopper and an impulse advertisement area configured to provide information in categories at least in part not in direct response to queries by the shopper, and

wherein the formulated look and feel of the advertisement areas are determined from the shopper characteristic determined from the domain name portion of the URL from the current communication.

128. (New) The host system of claim 127 wherein the presentation formulator is further configured to formulate the tailored store screens to contain a direct response advertisement area configured to provide information in direct response to queries by the shopper and an impulse advertisement area configured to provide information in categories at least in part determined from the shopper characteristic determined from the domain name portion of the URL from the current communication.

129. (New) The host system of claim 128 wherein the presentation formulator customizes the tailored store screens by designating patterns, colors, icons, symbols, pictures, shapes, text, and layouts and positioning of such used in the tailored store screens at least in part d etermined f rom the shopper characteristic determined from the domain name portion of the URL from the current communication.

130. (New) The host system of claim 129 wherein the shopper database is further configured to contain a list of domain name portions of URLs served by the host system that have been selected by the shopper in communications prior to the current communication, and

wherein the presentation formulator formulates the tailored store screens determined at least in part at least by two shopper characteristics determined from at least two domain name portions of the URLs the shoppers has selected to navigate to the host system.

131. (New) A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a shopper database configured to store shopper information and characteristics including at least one of traits, habits and interests;

at least one of a merchandise database configured to contain information associated with merchandise for sale to the shoppers, and a services database configured to contain information associated with services for sale to the shoppers, such information distinguished by at least one of traits, habits and interests;

a store database configured to contain information associated with electronic commerce stores, the electronic commerce stores being distinguished by domain name portions of URLs;

a shopper data collector configured to collect and analyze data associated with the current communication received from the remote computer used by each shopper to determine the domain name portion of a URL that the shopper selected to navigate to the host system, wherein the shopper data collector is further configured to determine at least one word contained in the domain name portion of the URL that the shopper selected to navigate to the host system that is associated with at least one of, a trait, habit and interest of the shopper;

a presentation formulator configured to formulate one or more tailored store screens to be displayed on remote computers being used by shoppers, including for the current communications with the host system, the tailored store screens being formulated for each shopper by including and excluding selected information in at least one of the merchandise database and the services database, the presentation formulator being further configured to formulate the tailored store screens at least in part from the shopper trait, habit or interest associated with each shopper when collected and analyzed by the shopper data collector from the current communication, at least in part based on the information contained in the store database, and at least in part based on trait, habit or interest information contained in at least one of the merchandise database and the services database; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computers used by the shoppers.

132. (New) The host system of claim 131 wherein the presentation formulator is further configured to formulate the tailored store screens to contain at least one of a direct response advertisement area configured to provide information in direct response to queries by the shopper and an impulse advertisement area configured to provide information in categories at least in part determined from the shopper trait, habit or interest determined from the determined word, and

wherein the formulated look and feel of the tailored store screens are determined at least in part from the shopper trait, habit or interest information in the merchandise database or services database, and at least in part by shopper characteristic information contained in the store database by designating patterns, colors, icons, symbols, pictures, shapes, text, and layouts and positioning of such used in the tailored store screens at least in part determined from the shopper trait, habit or interest determined from the determined word.

133. (New) The host system of claim 132, wherein said electronic commerce stores provide offerings of, at least one of, merchandise and services, targeting specific overlapping market segments and providing overlapping product lines, and each such name contains at least one word which is associated with a particular trait, habit or interest of the shopper or other pertinent shopper information, and

wherein the presentation formulator is further configured to formulate the tailored store screens at least in part based on the store information contained in the store database.

134. (New) The host system of claim 133 wherein the shopper database is further configured to contain a list of domain name portions of URLs served by the host system that have been selected by the shopper in communications prior to the current communication, and

wherein the presentation formulator formulates the tailored store screens determined at least in part at least by two shopper characteristics determined from at least two domain name portions of the URLs the shoppers has selected to navigate to the host system.

135.   (New) A host system communicatively linked to remote computers of shoppers, the host system comprising:

at least one database configured to store information associated with at least one of merchandise and services for sale to the shoppers;

a shopper data collector configured to collect and analyze data from the remote computers of shoppers to determine information usable to formulate tailored store screens for shoppers, including for a current communication with the host system by each shopper, data from the shopper's computer collected and analyzed during the current communication from which the shopper data collector determines for the current communication at least two of (a) the search request the shopper entered into the shopper's computer to navigate to the host system to initiate the current communication, (b) the prior web site from which the shopper navigated to the host system to initiate the current communication and (c) the software installed on the shopper's computer at the time of the current communication, without the host system requiring the shopper to take any direct action to instruct the shopper's computer to provide such information to the host system and without the host system having such information prior to the current communication;

a presentation formulator configured to formulate tailored store screens to be displayed on the remote computers of shoppers, including for the current communication by the shopper, formulating one or more tailored store screens to be displayed on the shopper's computer during the current communication, the one or more tailored store screens being formulated by the presentation formulator by including selected information but less than all information in the at least one database at least in part based upon the at least two determined data from the shopper's computer collected

and analyzed during the current communication by the shopper data collector determines for the current communication; and

a web server configured to communicate with the remote computers of shoppers and to send the tailored store screens to the remote computers.

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